

# Brethren Evangelist

"I Am the Way, the Truth and the Life."—Jesus

VOLUME XXI

ASHLAND, O., WEDNESDAY, MAY 17, 1899

No. 20

## A Friendly Talk With Our Readers

Come, now, brethren and friends, let us have a friendly talk with you. Let us reason together concerning those things which pertain to the interests of our beloved church, and therefore to the interests of each one of us. Please read every one of these items. One or the other will directly interest you, and the rest of them indirectly. When therefore you begin with the first item do not quit reading because it does not touch your case. Read on, you will find what you are looking for.

1. On our ledger we find the names of not a few who are indebted to this office for amounts ranging from 25 cents up to \$20; but very few of the latter. Most of them are charged with either \$1.00 or with \$1.50. Now instead of the labor and time and expense involved in sending out bills to each one of these persons, why not in a brotherly way settle these accounts? You know whether you owe the office, and you ought to know *how much* you owe. If these bills are paid within a reasonable time we will allow you to take out the amount required to make the remittance. That is, when you send the money, take out the price of the money order or of the draft. If you owe \$1.50 the money order will cost you 7 cents, hence you send us \$1.43. This we can afford to do in case we need not send out bills. Why should not our customers have the benefit of the money expended in sending out bills? They may just as well as not if the bills need not be sent. "Think on these things," brethren. This applies to the next item also.

2. Again, there are on our mailing list, about 700 subscriptions which expired during the year 1898 and thus far during the year 1899. To call your attention to the fact that your subscription has expired you will find a blue pencil mark close to your label. Examine it, please. What does your label say? Perhaps it reads 47-98. That means your subscription expired with number 47 of last year, that three numbers of the year 1898 are not paid for and up to date 20 numbers of this year, making 23 numbers for which you owe in case you wish to discontinue your paper which we hope you will not do. Perhaps your label reads 9-98 which means that your subscription expired with number 9 of last year, and that for the year 1898 you owe for 41 numbers, and for the year 1899 up to date 20 numbers, or 61 numbers at three cents, making \$1.83. In all

cases where the label reads 50-98, it means that your subscription expired with the close of last year and that you owe the office for all the numbers of the year 1899 to date, 20 numbers. Now brethren, please do one of three things as follows: (1) Send us \$1.50 and we will extend your subscription one year from the date of its expiration. The blue pencil mark will indicate the date. Or if you wish to extend your subscription to the end of the year 1899, calculate what you owe up to the close of 1898 and add to it \$1.50 for this year. In calculating the amount please remember that for each number of the paper you owe three cents, fifty numbers to the year. Or (2) if you wish the paper discontinued please remit the amount due to date and we will take your name from the list. If your label reads 44-98, then you owe for six numbers of last year, and 20 for this year, or for twenty-six numbers in all, which at three cents amounts to 78 cents. In the same manner calculate all expired subscriptions. But we do not want to discontinue your paper. We want to retain you as a regular subscriber, and (3) if you don't have the money just at this time, please inform us whether you wish the paper continued and we will gladly give you additional time. To make this end of the business satisfactory the Board *must* know what disposition to make of your subscription. Do not let this notice pass by without giving it your attention in one way or another.

3. Again—and this interests every reader of the paper—there are members of the Brethren church among your immediate acquaintances who are not taking the paper. Please send us the names of such and we will mail them the paper for a week or two, and with your help, make an effort to secure their subscription. Will you do this? The price of the paper from July 1 to the end of this year will be 75 cents, but all subscriptions received during the month of June will be accepted at 75 cents for the balance of the year. This is a special offer and we trust all our readers and especially pastors will take advantage of this offer to get the paper into homes where it is not now going. Or as a trial subscription we will mail the paper ten weeks to any address on receipt of 25 cents. Stamps accepted.

We trust we have made ourselves clear to our readers and that there may be a marked increase in the subscription list during the next six weeks. This is not the kind of matter the reader is accustomed to find on first page, but we thought it expedient to write as we did.